

DIETS?... WE DON'T NEED NO STINKIN' DIETS. - SEE ME, FEEL ME, TOUCH ME, EAT ME. - WE EAT ALL WE CAN, THE REST WE SELL. - DOZENS OF DELICIOUS FLAVORS... AND 3 SHITTY ONES. - AFTER EATING DO DRIVE OR OPERATE HEAVY MACHINERY. - MMM... STILL HAS THAT NEW PUDDING SMELL - IF LOVIN' RICE PUDDING IS WRONG, I DON'T WANT TO BE RIGHT. - EATING TOO MUCH CAN GIVE YOU A HEART ATTACK ACK, ACK, ACK, ACK, ACK. - ANYTHING WORTH EATING IS WORTH OVER-EATING. - EAT 2 RICE PUDDINGS A DAY AND A SENSIBLE DINNER. - THINK WITH YOUR STOMACH. - EAT ALL YOU WANT, YOU'RE ALREADY FAT - EAT RIGHT, EXERCISE, DIE ANYWAY - IF THERE'S NO RICE PUDDING IN HEAVEN "I'M NOT GOING!" - NO SKINNY BITCHES!!! WE PUT THE XXX IN XXXL - DIETING IS OPTIONAL - FAT BY POPULAR DEMAND - LIMIT 500 RICE PUDDINGS PER CUSTOMER - DIETS ARE FOR QUITTERS - FREE RICE PUDDING (TOMORROW). - "STRESSED" SPELLED BACKWARD IS "DESSERTS" - SLEEP TIL YOU'RE HUNGRY, EAT TIL YOU'RE SLEEPY - MAN DISCOVERED FARMING, INVENTED FOOD...

# RICE TO RICHES

www.ricetoriches.com



**Daily Candy**  
"Heaven's version of comfort food."

**Time Out NY**  
"We have seen the future ...and it's Rice Pudding."  
Maile Carpenter

**Associated Press**  
"Think again if your image of Rice Pudding is a simple milk and rice dessert."

**Daily News**  
"A super chic take-out shop in Nolita that serves only one thing, rich and creamy Rice Pudding - in 20 varieties."  
Irene Sac

**New York Magazine**  
"Is this the age of comfort food specialist or what? Plain vanilla for purists; pineapple basil is for thrill seekers."

**London Times**  
"A largely unloved dessert, remembered as a staple food of recessions, but at Rice To Riches it is an altogether more luxurious affair."

**NY Post**  
"At Rice To Riches' futuristically designed store front, locals have been lining up to sample the staggering selection of flavors."  
Julia Szabo

"We sell Rice Pudding, if you don't want that, you can have Rice Pudding, and if you don't want that, you can have Rice Pudding."  
Pete, President / Founder Rice To Riches



RICE TO RICHES



EAT NOW, THINK LATER

37 Spring Street  
(Between Mott and Mulberry Street)  
New York, NY 10012  
Tel. 212.274.0008

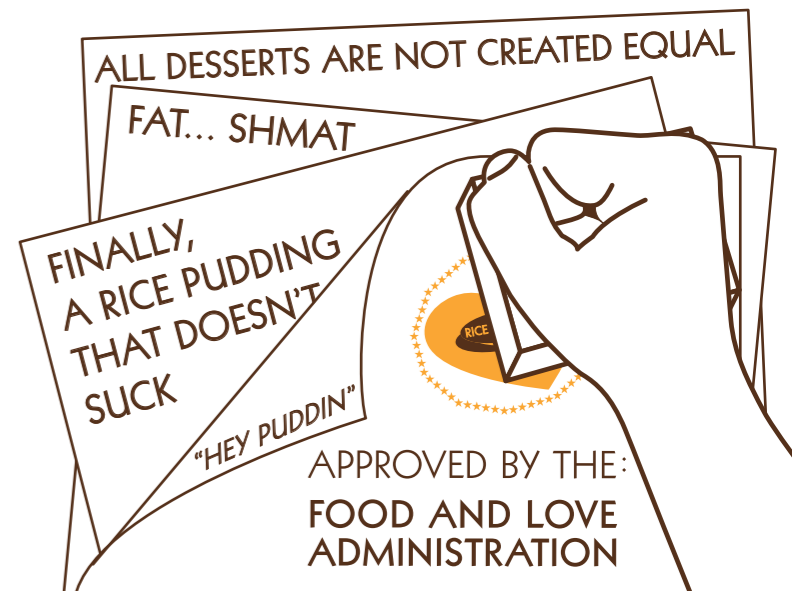
Open:  
• Sun-Thu 11am to 11pm  
• Fri & Sat 11am to 1am

To get there by Subway:  
• 6 train to Spring St.  
• N or R trains to Prince St.  
• B, D, F or M trains to Broadway Lafayette  
• J or Z trains to Bowery

SIN LEGALLY

OFF THE EATEN PATH

# RICE TO RICHES



## ALL-YEAR-'ROUND RICE PUDDING FLAVORS

OLD FASHIONED ROMANCE TRADITIONAL	HAZELNUT CHOCOLATE BEAR HUG	THE EDGE OF RUM RAISIN
UNDERSTANDING VANILLA	SEX DRUGS AND ROCKY ROAD	COAST TO COAST CHEESECAKE
CINNAMON SLING	CHOCOLATE CHIP FLIRT	FLUENT IN FRENCH TOAST
COCONUT COMA	"OREO" GASM	MAN-MADE MASCARPONE WITH CHERRIES
ALMOND SHMALMOND	TAKE ME TO TIRAMISU	CATEGORY "5" CARAMEL
PLAY IT AGAIN BUTTER PECAN	BUTTERSCOTCH BOULEVARD	BE MY BANANA COCONUT

## SEASONAL RICE PUDDING FLAVORS

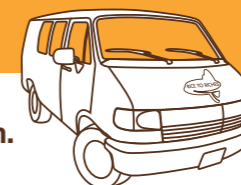
Summer	Winter	Holiday
WALTZ OF THE WILD BERRY	I GOTTA THE PANNA COTTA	GINGERBREAD JOYRIDE
IT TAKES TWO TO PEACH MANGO	THE CORNER OF COOKIES AND CREAM	PERFECTLY LEGAL PECAN PIE
POPE PINA COLADA II	RASPBERRY STATEMENT	SECRET LIFE OF PUMPKIN
HIT AND RUN CUSTARD	HONEY GRAHAM FOR MR. SMITH	I'LL TAKE EGGNOG FOR \$200 ALEX
KEYLIME LOVE LETTERS	POSSESSED BY ESPRESSO CHOCOLATE CHIP	CURSE OF THE ORANGE CRANBERRY

PRICES AND FLAVORS ARE SUBJECT TO CHANGE.

## TOPPINGS \$1.50

CLOUD 9 WHIPPED CREAM	BLESSINGS TOASTED COCONUT	FLOURISH TOASTED POUND CAKE	MISCHIEF BUTTERY GRAHAM CRACKER
REMEDY CARAMEL VANILLA SAUCE	SPIRIT OATMEAL COCONUT CRUMBLE	NUDGE ESPRESSO CRUMBLE	HEARTTHROB HOMEMADE RASPBERRY JELLY
LOGIC CHOPPED MIXED NUTS	BURST OVEN ROASTED FRESH FRUIT	UNITY CINNAMON RAISIN CRUMBLE	BLACK MAGIC CHOCOLATE CRUMBLE

## LOCAL DELIVERY



Daily from 12:00 pm to 10:00 pm.

Minimum for deliveries is \$17.00  
We accept Cash or Credit Card.

To order call:

**212.274.0008**



Free local  
delivery area:



We can arrange a messenger service to deliver anywhere in Manhattan if your address is outside of our free delivery area.

## DOMESTIC SHIPPING

FROM  
STORE  
TO  
DOOR



We can overnight ship our Rice Pudding anywhere in the country.

[www.ricetoriches.com](http://www.ricetoriches.com)  
or come in the store to our **ship-it-anywhere station.**

...we put the **ipping** in **shipping.**

We ship our **Sumo** and **Epic** sizes only.  
Go to our website [www.ricetoriches.com](http://www.ricetoriches.com)  
for details and pricing.

## SERVING SIZES



**DIVA** \$5.00 6oz - serves 1  
available in the following 4 flavors:  
**CHEESECAKE, CHOCOLATE CHIP,  
CINNAMON, CARAMEL**



**SOLO** \$8.50  
8oz - serves 1



**EPIC** \$9.75  
12oz - serves 1 or 2



**OMNI** \$13.50  
18oz - serves 2 or 3  
3 different flavors



**SUMO** \$27.50  
40oz - serves 5



**MOBY** \$45.00  
80oz - serves 10

IN A YEAR, RICE TO RICHES  
COOKS UP

more than  
**500,000**  
servings of  
rice pudding.  
In order to  
produce this,  
we use over:

40,000 gallons of dairy

25,000 lbs of rice

20,000 lbs of sugar

15 tons of fruit

10 tons of chocolate

We give away over  
half a million free samples

AND NO DAYS OFF !!!

